

Arkansas PBS Education Department Report

Feb. 2022

Helping to Educate Arkansans

Arkansas PBS produces educational and instructional videos, interactive websites, classroom resources, and teacher professional development in partnership with the Arkansas Department of Education and in service of students, teachers, and educational organizations throughout the state. When a new law is passed requiring that all teachers receive training in a specific area, such as the Right to Read Act of 2017, we help to provide that training. Arkansas PBS currently provides support for more than 10 laws that require statewide educator training. From providing teacher professional development to livestreaming trainings for the Arkansas Association of Educational Administrators to the creation and distribution of learning resources needed during the COVID-19 pandemic, Arkansas PBS pivots to help when and where help is needed.

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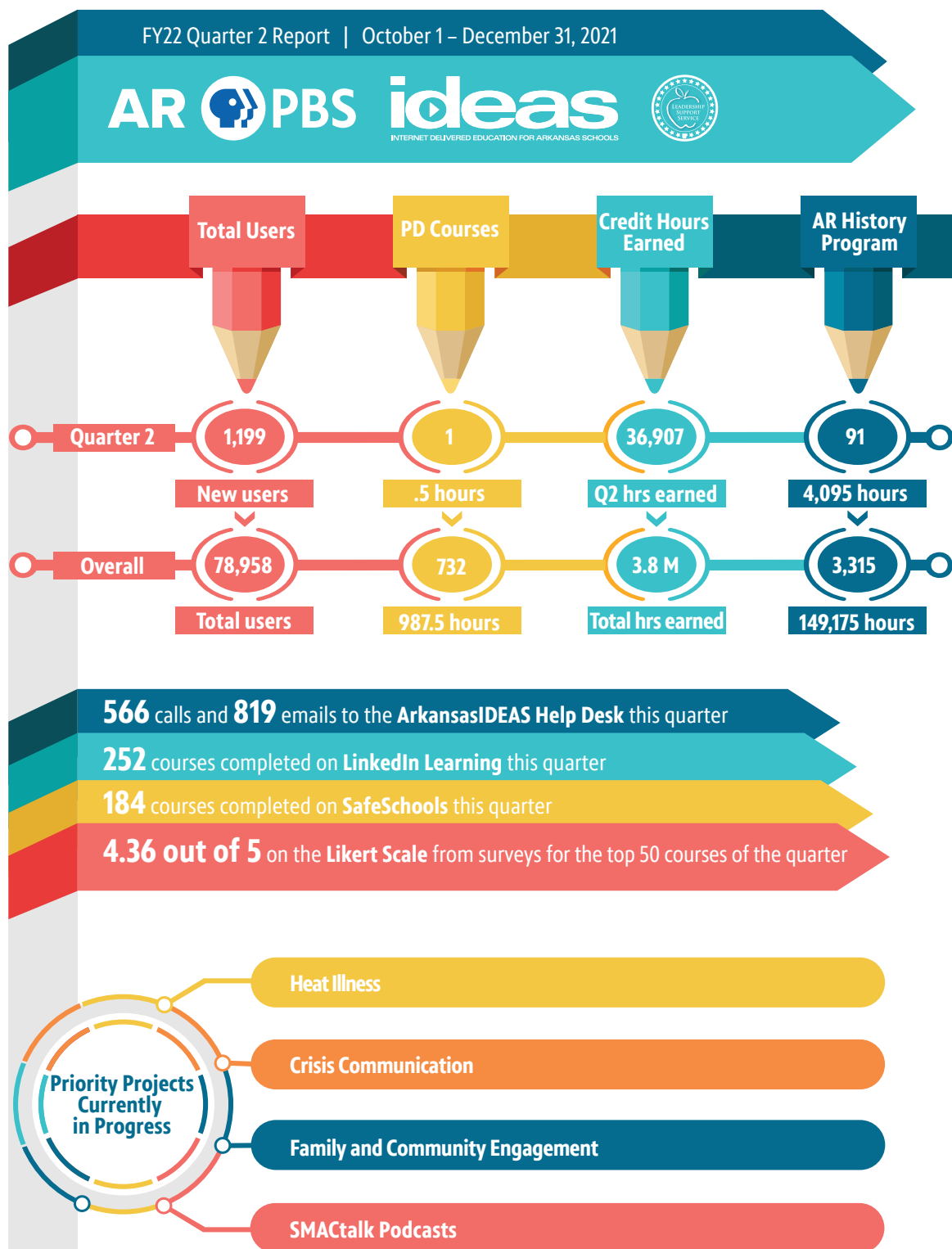
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Professional Development for K12 Licensed Teachers, Non-Licensed Teachers, School Administrators and School Support Staff

ArkansasIDEAS Online Professional Development

ArkansasIDEAS is a longstanding partnership between Arkansas PBS and the Arkansas Department of Education. Launched in 2006, the ArkansasIDEAS professional development portal is a statewide, high-quality online learning management system built for Arkansas teachers by Arkansas teachers. Licensed educators on staff within the Education department at Arkansas PBS work directly with video production teams and the Arkansas Department of Education to create ADE-approved

professional development courses and resources for Arkansas teachers including pre-service teachers, school and district administrators, paraprofessionals, and other support staff. ArkansasIDEAS serves more than 78,000 users at public schools, charter schools, and private schools, with users earning over 3.8 million credit hours through ArkansasIDEAS since its inception. [Learn More.](#)



ArkansasIDEAS Help Desk

In order to best serve all of our online users, we have a dedicated customer service support team on staff. The help desk is open Monday-Friday from 7 am - 5:30 pm, excluding state holidays. Most help tickets are able to be resolved in a matter of minutes and our goal is a 24-hour ticket resolution time. We answer several thousand calls and emails each year in support of ArkansasIDEAS users and their school districts.

School District Administrative Reporting



The Administrative Reporting dashboard for ArkansasIDEAS launched in 2019 is a valuable tool for districts as they track the professional development of their staff. ArkansasIDEAS offers training and continuing support to district administrators as they incorporate this tool into their reporting processes.

Arkansas Laws Supported by ArkansasIDEAS

- [Bullying: Act 1029 of 2019](#)
- [The Science of Reading: Act 1063 of 2017](#)
- [Human Trafficking: Act 765 of 2017](#)
- [Sudden Cardiac Arrest: Act 1013 of 2017](#)
- [Dyslexia: Act 1294 of 2013 / Act 1268 of 2015](#)
- [Arkansas History: Act 969 of 2013](#)
- [Child Maltreatment: Act 1236 of 2011](#)
- [Suicide Prevention: Act 770 of 2011](#)
- [Communicable Diseases/Heat Illness/Concussion: Act 1214 of 2011](#)
- [Family & Community Engagement: Act 603 of 2003](#)
- [Arkansas Online Professional Development Initiative: Act 2318 of 2005](#)



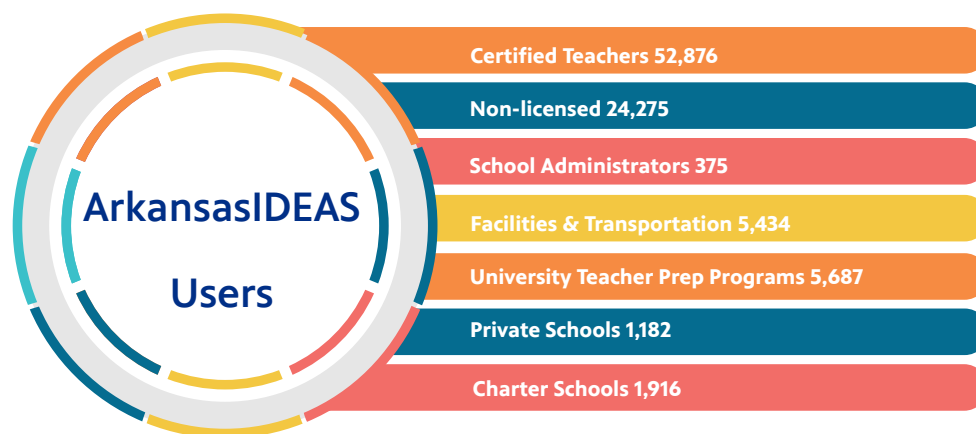
Pre/Post Analysis of Learning in ArkansasIDEAS Courses

ArkansasIDEAS staff use a variety of data including LMS metrics such as course surveys and completion data, additional user feedback, and knowledge of instructional design standards to increase learner understanding of concepts presented in LMS courses. To further assess these practices, pre- and post-tests have been added to applicable courses.

FY22 Analysis of Pre- and Post-Assessment Data for ArkansasIDEAS Courses			
Course	Pre-Assessment Avg. %	Post-Assessment Avg. %	Growth in User Knowledge +/- %
AHB20008 Portraits of Courage: Women's Suffrage in Arkansas (Live Date 10/1/20)	24.00	92.00	+68.00
HWB19053 Preventing the Spread of Communicable Diseases: Sports Medicine for Coaches (Live Date 11/18/20)	54.97	93.56	+38.59
ERB21002 Be the Reason: The Educator's Role in Combating Child Maltreatment (Live Date 6/1/21)	55.85	93.32	+37.47
SIC21010 To the Stars and Back: Empowering Students with Project-Based Learning (Live Date 6/30/21)	66.92	95.86	+28.94
IAC21015 Better Together: Six Instructional Formats for Co-Teaching (Live Date 2/11/22)	41.82	86.93	+45.11
IAC21015 Better Together: Critical Component of Co-Teaching (Live Date 2/11/22)	78.46	86.37	+7.91

ArkansasIDEAS User Demographics

ArkansasIDEAS is used by a wide variety of school district personnel, from licensed teachers to paraprofessionals to school administrators and support staff. Pre-service teachers in both traditional and non-traditional educator prep programs also utilize ArkansasIDEAS while working towards licensure, as well as teachers moving to Arkansas from other states, who must complete our Arkansas History Program of Study. Schools and educational organizations served by ArkansasIDEAS include public schools, charter schools, and private schools, as well as universities and education cooperatives. Below is a graphic detailing user demographics for ArkansasIDEAS. For more information on professional development requirements for Arkansas teachers, [click here](#).



Arkansas History Program of Study

Also offered through ArkansasIDEAS, the 45-hour Arkansas History Program of Study provides training in Arkansas history required for teachers moving to Arkansas from other states to obtain their Arkansas teaching licenses. Over 3,300 teachers have completed the Arkansas History Program of Study since its launch in 2014. [Learn more.](#)

The Science of Reading Awareness Pathway

How do our brains best tackle learning to read? An ArkansasIDEAS learning path consisting of a series of 14 courses and created in partnership with the Arkansas Department of Education and R.I.S.E. (Reading Initiative for Student Excellence) is available to help the state's educators explore just that!

According to the Children's Literacy Foundation, the average child in poverty has only been exposed to 25 hours of one-on-one reading. Meanwhile, middle class children typically experienced 1,000-1,700 hours of one-on-one reading time. That means children in poverty have had — on average — 2.5 percent of the reading preparation their classmates have had when they start learning to read in school.

To help level the playing field for all students, the Right to Read Act (Act 1063) was created and requires educators to achieve proficiency (grades K-6 and K-12 SPED teachers) or awareness (grades 7-12) in knowledge and practices of the science of reading instruction.

In response, ArkansasIDEAS launched "The Science of Reading" learning pathway to connect principles from neuroscience about how the brain learns to read with instructional classroom practices. The first course in the learning path launched June 2018. Hosted by ADE Assistant Commissioner of Learning Services Stacy Smith, "The Science of Reading" learning path:

- Highlights presentations from experts in scientific reading instruction, neuroscientists and Arkansas educators.
- Describes the changes that take place in the brain of a child learning to read.
- Explains the Five Essential Elements of Effective Reading Instruction - phonological awareness, phonics, fluency, vocabulary, and comprehension.
- Provides background information and practical strategies for creating explicit, systematic instruction in each of the Five Essential Elements.
- Provides a basic knowledge of how children learn to read and how to identify the root of common reading struggles.

Micro-Credentials

ArkansasIDEAS and the offices of Educator Effectiveness and Licensure have partnered to offer micro-credentials for educators in Arkansas, providing personalized, competency-based professional learning to improve discrete skills over time. Upon successful completion, submission of all documentation, and approval from an assigned assessor, micro-credential earners receive digital badges to display as evidence of effective and consistent use of the target skill. ArkansasIDEAS Micro-Credentials launched in 2022. [Learn more.](#)



Broadcast programming, Community Adult Education, Education Event and Community Outreach Initiatives

Arkansas AMI

Arkansas PBS, in partnership with the Arkansas Department of Education's Division of Elementary and Secondary Education (DESE), began working to keep students learning from home with Arkansas AMI (Alternative Methods of Instruction) beginning March 17, 2020 when Arkansas schools closed at the beginning of the COVID-19 pandemic.



Arkansas PBS pivoted to dedicate the majority of our resources toward this critical goal: broadcast streamlined, curriculum-based programming for the state's pre-K through 8th grade students weekdays from 8 a.m. to 1 p.m. and make that broadcast available on all the platforms where students learn. Arkansas AMI featured Arkansas Teachers of the Year and contained more than 20 hours of original educator content as well as over 400 original learning clips, including virtual field trips. [Learn more.](#)

Beginning March 30, Arkansas PBS broadcasted streamlined, curriculum-based programming to the state's pre-K through 8th grade students utilizing the power of television and digital platforms. The same content was available to be livestreamed online at myarkansaspbs.org/ArkansasAMI, archived online for later viewing, on the Engage Arkansas PBS app, on the PBS app, through on-demand services and devices such as Apple TV and Roku, and on the Arkansas PBS channel for YouTube TV subscribers.



Reviewed **32,000** minutes of programming

Produced **20** hours of original content

Over **1,000** Arkansas AMI Help Desk inquiries

Approximately **64** counties, **134** cities, and **161** schools utilized Arkansas AMI during the onset of the COVID-19 pandemic.

Roles utilized during Arkansas AMI

Arkansas PBS Educator

Reviewed and recommended programming for applicable bands to DESE.

Arkansas PBS Programming, IT, and Master Control

Provided final cuts, broadcast logs, and loaded all content on website, livestream, and app delivery methods.

Arkansas PBS Production

Produced original content, edited independent clips, and devised scripts.

Arkansas PBS Marketing and Communications

Provided engagement, leveraged app to provide methods of delivery, curated FAQs, and provided follow up opportunities with the community.

Rise and Shine Summer Learning

Following the highly successful Arkansas AMI partnership with the Arkansas Department of Education in Spring 2020 when schools closed due to the COVID-19 pandemic, Arkansas PBS and ADE partnered again in Summer 2021, this time to create “Rise and Shine,” an extensive educational program designed to boost summer learning and address learning gaps for K-5 students while making learning for these age groups compelling and fun with 6 exuberant Arkansas Teachers of the Year, 32 virtual field trips, and educational interstitials and music videos.



The six-week program was distributed daily via over-the-air broadcast and on multiple digital platforms. The broadcast featured 100+ hours of instruction, more than 100 locally produced lessons in math, science, literacy, and social studies, and video segments featuring children’s books by local Arkansas authors. The program was accompanied by weekly 28-page dual language Power Packet workbooks distributed directly to students. With more than 296,000 video views on digital platforms and more than 53,500 Power Packets distributed to students in 74 out of 75 Arkansas counties, the program was well received and additional grants from the Arkansas Department of Education have been announced to continue “Rise and Shine” for students in grades K-5 in the summer of 2022 and 2023, and to offer an additional upcoming program specifically for students in grades K-2. [Learn more.](#)

Reach Out and Touch: Connecting High-Quality Education Resources for Rural Students

Goal
In response to a call to support those reeling from the learning loss and social emotional trauma from the pandemic year of school interruptions, Arkansas PBS partnered with the Arkansas Department of Education to support kids and families through Rise and Shine Summer Learning. Rise and Shine provided skill recovery and extended summer learning for Arkansas children in grades K-5 over the air, on demand, and accompanied by printed Power Packet workbooks!

Background
According to the Kaiser Family Foundation, “Geography, income, support systems, literacy and community engagement have many challenges in a rural state.”

Economic Well Being in Arkansas

- 22% of Arkansas children live in poverty (Annie E. Casey Foundation, 2019), while 15.2% of all Arkansas live in poverty (Census Bureau, 2020)
- Arkansas ranks 3rd in the overall food insecurity and 3rd in child food insecurity (Johnston, 2018)

Health in Arkansas

- All 75 counties are considered medically underserved and face inadequate medical resources (Health Resource and Services Administration, 2017)

Education in Arkansas

- 49% of fourth graders not proficient in reading and 33.7% of adults without basic literacy skills (Annie E. Casey Foundation, 2019)
- Parental educational levels contribute to the challenges in social determinants with Arkansas ranking 43rd in adults 25 and older having a high school degree (Census Bureau, 2017)

Racial Equity in Arkansas

- 39% of Black children and 27% of Hispanic children live in poverty, compared to 17 percent of White children (Annie E. Casey Foundation, 2019)

Transportation and Connectivity in Arkansas

- Students served in rural local education agencies (LEAs) account for 30.44% of all students (Arkansas Department of Education, 2020)
- One third of individuals needing public transportation were unable to get it, with 8.4 million trips unmet (Arkansas Department of Health, 2013)
- Approximately 20% of the population is without broadband internet access (BroadbandNow)

Language in Arkansas

- The Hispanic population is the third most common ethnic group in Arkansas (datausa.io, 2022)
- English learners represent 9% of student population (Migration Policy Institute, 2018)

Strategies and Considerations

Main Language

- Use active voice
- Keep a positive, friendly tone, avoiding jargon or exclusive language
- Address parents directly, avoiding writing in third person
- Keep messages and sentences short and concise
- Use simple (not complex) sentences

Leveraging Partnerships

- To build outreach strategy, identify places parents receive important information
- Reach out to the various sectors of the community, not just educational organizations, asking the question, “who is not at the table?”
- Build partnerships with trusted local community leaders
- Dedicate staff who are skilled at building relationships

Removing Barriers

- Allocate funding for printing and distributing educational materials, especially in rural areas with low internet connectivity
- Provide Spanish and English versions of all materials, both print and online
- Use images and plain language
- Partner with foodbanks to distribute materials
- Partner with educational organizations to help distribute educational materials and feature those partners in high quality video productions of field trips so that all families may participate regardless of location or socioeconomic status
- Combine educators certified in special education, gifted education, and English as a second language to ensure materials created benefit all learners

Deliverables

- 100+ hours of instruction for Arkansas students provided via broadcast and on demand
- Over 100 locally produced video lessons in math, science, literacy, and social studies featuring Arkansas Teachers of the Year
- National PBS KIDS programming related to targeted learning areas
- 15 original songs including 11 original educational music videos
- 5 series of original digital shorts on nutrition, social emotional learning, literacy, science, and fitness
- Video segments featuring books by local children’s authors being read aloud
- 32 virtual field trips highlighting community organizations, such as the Museum of Discovery, the Little Rock Zoo, state parks, and more
- Weekly 28-page dual language Power Packet workbooks
- Shipped/delivered Power Packets, educational materials, and manipulatives directly to students and community organizations

Results

Reaching Students

- 296,317 video views on digital platforms
- 53,524 total Power Packets delivered to families, childcare providers, and community organizations
- 74 out of 75 counties reached
- 75 organizations helped with either field trip segments or with distribution
- 23 schools and 1,298 parents/grandparents requested Power Packets

Distribution and Use

- Printed Power Packets mailed directly to students’ homes and distributed through partnerships, including libraries, food banks, schools, and community organizations
- One teacher shared with us that she asked parents to play one of our literacy lessons on character traits for their child while at home and discuss character traits with their child.
- A grandparent shared that she worked through all lessons with her granddaughter to help get her ready for school
- 15 of the 23 schools served are Title I schools

Analysis and Recommendations

- Use a reciprocal approach with community partners that offer shared achievements for both organizations’ goals and mission.
- Address social determinants such as transportation, food insecurity and access by partnering with local organizations that offer these services and products.
- Provide translations and use plain language not only for students but also for community members including parents, guardians, and other caregivers, increasing the confidence level of those assisting children in using our resources.

Language

Literacy & Education

Food Insecurity

Socio-economic

Transportation & Connectivity

Inadequate Health Resources

Social Barriers in a Rural State

Click this photo to watch Rise & Shine on YouTube!

For more information, or to download your free Power Packet, click on the photo!

Team

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Opioid Awareness & Red Ribbon Week Resources

Arkansas PBS, in partnership with the Arkansas Department of Education, the Office of the State Drug Director, the Drug Enforcement Administration and the Federal Bureau of Investigation – Little Rock Office, created resources to combat the Opioid epidemic in Arkansas, including Red Ribbon Week resources, Opioid Awareness PSAs, and a documentary, “7 Days,” which was presented to students across the state. “7 Days,” an intimate documentary produced by Nathan Willis, illustrates the effects of the opioid crisis and shares stories from Arkansans who have suffered from addiction, as well as the story of the continued fight in the state to address the issues surrounding opioid use, misuse and addiction. “7 Days” premiered in October of 2021 during Red Ribbon Week which, spotlighting drug addiction issues. It has been shown in 180 schools, to 43,313 students, and has more than 605,000 views (and counting) on YouTube – this has been a breakthrough success!



In addition to the documentary, Arkansas PBS also produced a special edition of “Arkansas Week,” which aired Friday, Oct. 22, at 7:30 p.m. and addressed the ongoing opioid crisis in the state and the special measures Arkansas government and health care experts are taking to tackle the growing concern during the time of COVID-19. Guests included Division of Elementary and Secondary Education Assistant Commissioner Dr. Kiffany Pride, DEA Little Rock Assistant Special Agent in Charge (ASAC) Jarad Harper, FBI Little Rock Assistant Special Agent in Charge (ASAC) James Dawson, Arkansas Drug Director Kirk Lane, and Dr. Jonathan Goree and Dr. Michael Mancino of UAMS.

PSAs produced highlighted the toll opioids have had on Arkansas, and the programs and opportunities available to fight the problem of addiction in the state. In one PSA, community member Cynthia Edwards discusses the loss of a loved one to addiction. In another, Dr. Johnathan Goree, UAMS chronic pain specialist, details the help available through UAMS that might prevent similar loss in the future. [Learn more.](#)

NASA Downlink Conversation with Nettleton Students

In the spring of 2020, Nettleton STEAM Intermediate School in Northeast Arkansas learned they had been selected to share a live downlink conversation with the astronauts aboard the International Space Station. This downlink was a celebration of the 20th Anniversary of the first long-term mission aboard the space station.

In preparation for the day, The Arkansas Department of Education called on their long-time partner, Arkansas PBS, to help livestream the event. While the faculty and students of Nettleton STEAM spent the fall of 2020 learning through NASA-themed projects, Arkansas PBS created original animations, collected special messages from Arkansas Senators and Representatives, Governor Asa Hutchinson, and Lieutenant Governor

Tim Griffin, as well as President Bill Clinton. Arkansas PBS also helped prepare the technology needed on campus for the big day.

Arkansas PBS is accustomed to hosting livestream events in small communities throughout the state. Issues of scheduling, technology and bandwidth were met with grace and ease. The Arkansas PBS team worked with Nettleton STEAM in turning their gymnasium into both a live event location, but also an Internet hub for hosting the video feed online.



The unique nature of the Nettleton STEAM livestream required the expertise of professionals from across the Arkansas PBS organization. Maintaining a highly creative standard, while also meeting the technical requirements of the project was an “all hands on deck” moment. Arkansas PBS met these needs with ease.

The unique nature of holding a phone call with the space station is that the timing is determined by the station’s orbit and has to be precise and can require last minute schedule adjustments. STEAM and Arkansas PBS were informed in late November that the downlink conversation would happen on December 10th, rather than later in the spring as expected. With the truncated schedule, Nettleton STEAM worked to get everything organized in time for downlink day. NASA requested student questions be prerecorded in case live communication failed. Once again, Arkansas PBS producers rose to the challenge – filming these questions on Nettleton’s campus.

With COVID-19 precautions still in place at that time, the livestreaming technology provided by Arkansas PBS was integral to sharing the once-in-a-lifetime moment with socially distanced students across Nettleton STEAM’s campus, across Arkansas, the rest of the country, as well as STEAM sister schools in Acuna, Mexico and Johannesburg, South Africa.

The live downlink conversation between Arkansas students at Nettleton STEAM concluded smoothly, thanks in no small part to the hard work, dedication, ingenuity and creativity of the Arkansas PBS production team and the dedication of Nettleton STEAM students and teachers. [Learn more.](#)

Trainings, Workshops, and Livestreaming Partnerships

In addition to the courses offered through the ArkansasIDEAS learning management system, Arkansas PBS provides many other training opportunities including online courses, webinars, face-to-face trainings, workshops, and livestreaming sessions at conferences, online, and in partnership with educational organizations throughout the state. Partner organizations and initiatives for these trainings have included the

governor's Ready for Life initiative, Arkansas Division of Public School Academic Facilities & Transportation, Arkansas Division of Workforce Services Adult Education, Arkansas Association of Educational Administrators, Arkansas School Boards Association, the University of Arkansas Fay Jones School of Design, and more. Arkansas PBS has also routinely hosted ADE and CTE-sponsored workshops and professional development sessions at Arkansas PBS studios in Conway.

Reading in the Delta

Made possible by the Joan R. and Charles M. Taylor II Memorial Endowment Fund and other partners, Arkansas PBS hosted family reading events during May 2021 as part of Reading in the Delta, an initiative to provide literacy resources and encourage family engagement through educational activities. Events were held in Parkin, Forrest City, Helena-West Helena, and Eudora. [Learn more.](#)

Ready to Learn Initiative in Northeast Arkansas

Arkansas PBS was awarded a \$260,000 grant from the U.S. Department of Education and Corporation for Public Broadcasting to fund our Ready to Learn Initiative in Jonesboro. The Windgate Foundation has provided an additional \$200,000 for the initiative. Ready to Learn grants are awarded on a five-year cycle with year five being 2025. Arkansas PBS is using this funding to promote early learning and school readiness for children ages 2-8 years old in Jonesboro. Arkansas PBS will engage families through a series of Family and Community Learning events beginning in Summer 2022. These events will use guided play to introduce kids and grown-ups to exciting digital and tangible tools designed to support the development of Ready to Learn priorities: Computational Thinking, World of Work Knowledge and Skills, Everyday Literacy, and Intergenerational Learning. Each event will include a meal, educational activities, and a resource bag to continue learning at home. [Learn more.](#)

Arkansas Governor's Quiz Bowl

"Quiz Bowl" is a celebration and recognition of scholarship that has been an Arkansas PBS tradition since 1985. In a series of questions, students must display their knowledge in literature, math, science, history, art, music and economics. Teams from schools across the state compete for the chance to win scholarships and represent the Natural State in national tournaments. [Learn more.](#)

PBS LearningMedia Classroom Resources

PBS LearningMedia is a media-rich website that showcases the best classroom-ready, curriculum-targeted digital resources, available to all Arkansas teachers. PBS LearningMedia builds on the strength of public media and is designed to improve teacher effectiveness and student achievement. Resources are aligned to state and national standards and include videos and interactives, as well as audio, documents, and in-depth lesson plans. This service is provided at no charge to all Arkansas educators by Arkansas PBS. [Learn more.](#)